



The Integration of Science and Business

Fall 2017 & Winter 2018

1.0 Graduate Credit

General Course Information

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|-------------------------|--|
| Instructor: | Dr. Erna van Duren |
| Email: | evandure@uoguelph.ca |
| Office Location: | MACS 224 |
| Office Hours: | Please arrange to see me via email. |
| Class Schedule | Mondays 2:30-5:20 p.m. McKinnon 119 |

Course Overview

Calendar Description

Designed specifically for students enrolled in OMAFRA/UofG HQP Scholarship program but open to all students. To provide market-readiness for students as they enter business, government or academia. Teaching modules will cover business developments, intellectual property, patent and license protection as well as societal issues impacting agriculture and food.

Learning Outcomes

This course has three learning outcomes. When you have completed this course, you will:

- (1) Understand and be able to participate in a variety of business and managerial decisions that are made by organizations in the agriculture and food sector
- (2) Understand and communicate effectively about social, ethical and public policy issues facing HQPs in the agriculture and food sector
- (3) Have developed a professional development plan that will position you for a senior leadership position in the agriculture and food sector within 10-15 years of completing your degree

Course Format

Classes comprise short lectures, discussions of cases and other topics, guest speakers, debates, and presentations using a mix of team and individual work. Although most course activities occur during the Monday class time, there are some activities that will require attending University events outside of this class time. Note also that course assignment dates may be changed slightly, and always with a week's notice, to accommodate the availability of speakers

Course Resources

Required Texts:

Schilling, Melissa, Strategic Management of Technological Innovation, 5th edition (McGraw-Hill Education, 2017)

CourseLink:

All other course materials and assignments will be available through CourseLink.

Electronic devices and recording of lectures

Electronic (audio or video) recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor. This policy applies to all course related activities.

Course Topics

We cover a variety of topics in this course. They are organized along disciplinary boundaries in the list below. Some topics show up more than once because they transcend disciplinary boundaries.

Economics Topics

- Types of markets and industry structures
- International trade
- Public policies, regulations and their economic impact
- Evaluating technology using economic models

Business and management theory topics

- Types of organizations
- Organizational strategy
- Marketing
- Intellectual property
- Commercialization
- Value chains
- Developing and evaluating technology
- Stakeholder theory
- Business plans
- Forces determining industry competition
- PESTLE
- Other management theories

Ethics Topics

- Personal and professional ethics
- Fair trade
- Genetic modification
- Communicating about ethics
- Developing and evaluating technology
- Animal welfare

Social and Cultural Topics

- Cultural aspects of food, agriculture and value chains
- What aspects of sustainability are socially constructed?
- What aspects of food security are socially constructed?

Policy Topics

- International politics and the agricultural and food system
- Political influence
- Power politics inside and outside the organization
- Porter's diamond

Strategic Leadership

- Key success factors for academic, business, government and other leaders
- Making sense of complexity
- Making decisions

Course Assessment

| Item | Due Date | Weight | Learning Outcome |
|---|------------------|--------|------------------|
| Cases and Debates *1 | | 40 | #1, #2, |
| 2 cases, 10% each | See schedule | 20 | |
| 2 debates, 10% each (with a partner) | See schedule | 20 | |
| Professional Development E-Portfolio and Presentations | | 50 | #3 |
| Short Presentations on Progress | | | |
| Short Presentation #1 | Nov. 20 & 27 | 7.5 | |
| Short Presentation #2 | Jan. 15 & 22 | 7.5 | |
| Final Presentation | March 12-April 2 | 10 | |
| Final Portfolio | April 9 | 25 | |
| Participation *2 | All classes | 10 | All |

Notes:

*1 Case and debate assignments and due dates will be made after class enrolment and students' programs of study have been assessed by the course instructor. A course schedule will be posted on CourseLink and maintained there.

*2 You are expected to attend and learn from all cases, debates, presentations and guest speakers' classes. If you are not presenting a case, speaking in a debate or doing a presentation, you will be assessed on the quality of the questions and comments you provide during these classes. It is expected that students will miss some classes due to professional, graduate academic commitments, illness or other valid reasons. However, if you miss more than 3 classes and you have not communicated the reasons via email, you will not be able to earn full participation points.

Overview of Assignments

Complete assignment details are provided in CourseLink. Brief overviews are provided below.

Cases

Each student will be required to complete a short case report (1500 words, plus exhibits) and presentation for 2 cases. Cases will be provided on CourseLink. Case reports are due 24 hours before class.

Debates

Each student will debate for the affirmative on one topic and for the negative on one topic. You will work with a partner on a topic that will be finalized once course enrolment details are finalized. One debate will be scheduled in the fall semester and the other in the winter semester. You will be asked to submit an outline for your arguments before the debate along with an annotated bibliography. This outline is due 24 hours before class.

Professional Development E-Portfolio and Presentations

Each student will prepare a portfolio comprising evidence and documents such as a value and issues analysis for their research, a linked in profile, a current and future state C.V., interview 3 leaders in their field, prepare and deliver 2 short and one long presentations and complete other activities that will become part of a e-portfolio. All presentation slides are due 24 hours before class.

Schedule – Details and Changes will be Maintained in CourseLink

| Class | Monday | Topic |
|--------------|---------------|-----------------------------------|
| 1 | 11-Sep-17 | Introduction, Organization |
| 2 | 18-Sep-17 | Case #1: Walkerton |
| 3 | 25-Sep-17 | Case #2: Planet Bean |
| 4 | 2-Oct-17 | Short Class, Attend Evening Event |
| | 9-Oct-17 | Thanksgiving Holiday |
| 5 | 16-Oct-17 | Lecture/Case/Debate/Speaker TBA |
| 6 | 23-Oct-17 | Lecture/Case/Debate/Speaker TBA |
| 7 | 30-Oct-17 | Lecture/Case/Debate/Speaker TBA |
| 8 | 6-Nov-17 | Lecture/Case/Debate/Speaker TBA |
| 9 | 13-Nov-17 | Lecture/Case/Debate/Speaker TBA |
| 10 | 20-Nov-17 | Short Presentation #1 |
| 11 | 27-Nov-17 | Short Presentation #1 |
| | 4-Dec-17 | Exams/Break |
| | 11-Dec-17 | Exams/Break |
| | 18-Dec-17 | Exams/Break |
| | 25-Dec-17 | Exams/Break |
| | 1-Jan-18 | Exams/Break |
| 12 | 8-Jan-18 | TBA |
| 13 | 15-Jan-18 | Short Presentation #2 |
| 14 | 22-Jan-18 | Short Presentation #2 |
| 15 | 29-Jan-18 | Lecture/Case/Debate/Speaker TBA |
| 16 | 5-Feb-18 | Lecture/Case/Debate/Speaker TBA |
| 17 | 12-Feb-18 | Lecture/Case/Debate/Speaker TBA |
| | 19-Feb-18 | Reading Week |
| 18 | 26-Feb-18 | Lecture/Case/Debate/Speaker TBA |
| 19 | 5-Mar-18 | Lecture/Case/Debate/Speaker TBA |
| 20 | 12-Mar-18 | Final Presentations |
| 21 | 19-Mar-18 | Final Presentations |
| 22 | 26-Mar-18 | Final Presentations |
| 23 | 2-Apr-18 | Final Presentations * |

Late or missed work

Assignments will not be accepted late. Missed work will not be replaced by any other work. This means late or missed assignments will earn you zero marks. The only exception is if you have a case that warrants academic consideration as described in the Graduate Calendar @ https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2223.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar: [Academic Misconduct Policy](#)

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the [Student Accessibility Services](#) as soon as possible. For more information, contact SAS at 519-824-4120 ext. 54335 or email csdexams@uoguelph.ca or the [Student Accessibility Services Website](#)

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#) . **Please complete the evaluation at the end of the winter 2018 semester.**